



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Serena Lusk
Senior Manager, Recreation and Sport Services
Date: June 12, 2017
File: 01-0370-20-002/2016-Vol 01
Re: **Community Wellness Strategy 2017-2022 Vision, Principles and Focus Areas**

Staff Recommendation

1. That the Community Wellness Strategy 2017-2022 Vision, Principles and Focus Areas as detailed in the staff report titled "Community Wellness Strategy 2017-2022 Vision, Principles and Focus Areas," dated June 12, 2017, from the Senior Manager, Recreation and Sport Services, be adopted.
2. That the Vision, Principles and Focus Areas as described in the staff report titled "Community Wellness Strategy 2017-2022 Vision, Principles and Focus Areas," dated June 12, 2017, from the Senior Manager, Recreation and Sport Services, be used to guide the development of the Community Wellness Strategy 2017-2022 and that staff bring the Community Wellness Strategy 2017-2022 to Council for approval by the end of 2017.

Serena Lusk
Senior Manager, Recreation and Sport Services
(604-233-3344)

Att. 4

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Parks	<input checked="" type="checkbox"/>	
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Policy Planning	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
Community Safety	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

The first Community Wellness Strategy 2010-2015, developed in partnership with Vancouver Coastal Health – Richmond (VCH) and Richmond School District No. 38 (SD38), was endorsed by Council in February of 2010. In 2015, the partners reviewed the impact of their work, established recommendations for the development of an updated strategy and renewed their commitment to working together to improve community wellness in Richmond. The Community Wellness Strategy 2017-2022 is currently being prepared in partnership with VCH and SD38, and a collaborative and holistic approach is being taken to improve wellness for Richmond residents. The purpose of this report is to outline the public engagement process for the Community Wellness Strategy 2017-2022, describe the vision, principles and focus areas and present the next steps for preparing the strategy.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.1. *Strong neighbourhoods.*

2.3. *Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

This report supports Council's 2014-2018 Term Goal #3 A Well-Planned Community:

Adhere to effective planning and growth management practices to maintain and enhance the livability, sustainability and desirability of our City and its neighbourhoods, and to ensure the results match the intentions of our policies and bylaws.

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.

5.2. *Strengthened strategic partnerships that help advance City priorities.*

This report supports Council's 2014-2018 Term Goal #9 A Well-Informed Citizenry:

Continue to develop and provide programs and services that ensure the Richmond community is well-informed and engaged on City business and decision making.

9.1. *Understandable, timely, easily accessible public communication.*

9.2. *Effective engagement strategies and tools.*

This report also supports Social Development Strategy 2013-2022, specifically:

Action 44 – Implement, monitor and update the Community Wellness Strategy including development of community wellness indicators in partnership with Vancouver Coastal Health.

Analysis

Background

The initial Community Wellness Strategy 2010-2015 created a unifying framework for wellness across Richmond and initiated a process whereby three key agencies within the community began to work collaboratively to improve wellness. The 2010-2015 Community Wellness Strategy had the goal of achieving three high-level outcomes which included an increased permanent commitment to wellness and well-being, increased physical activity and physical fitness, and an increased sense of connectedness to the community.

While many strides were taken in this collaborative approach to achieve the three high-level outcomes, it was determined that more work could be done to further a more strategic and intentional approach to community wellness. In addition, it was identified that renewing and strengthening the commitment to working in partnership with allied agencies would allow Richmond to take advantage of opportunities to more effectively meet the specific wellness needs of Richmond residents.

In 2016, Council supported the renewal of the Richmond Community Wellness Strategy with the approval of an additional level request for \$75,000, which has been supplemented by a \$25,000 contribution from Vancouver Coastal Health - Richmond. Building on the foundation of a strong partnership with VCH and SD38, the development of the updated Community Wellness Strategy 2017-2022 is currently ongoing, with a robust project process which has to date included extensive background work and public consultation. The renewed strategy will also build on the many accomplishments and learning's from the first Richmond Community Wellness Strategy 2010-2015.

Community Engagement

The Community Wellness Strategy 2017-2022 community engagement is being led by City staff, in collaboration with the partners and the assistance of a consultant team, and has been organized into internal and external stakeholder and community engagement events. The project started in the fall of 2016 with extensive background work that informed the internal and external stakeholder workshops, as well as public consultation. The main focus of the engagement events was to get an in-depth understanding of what wellness means to Richmond residents and what they need to feel healthy, happy and connected to their community.

Internal Stakeholder Workshops

Starting in February 2017, internal stakeholder engagement began, which consisted of City staff and partner workshops. The intention of these workshops was to gather specific insights and knowledge from the unique perspectives of all three partners. Specifically, two workshop

sessions were conducted with City staff from across the organization and two sessions were held with representatives from Community Services partner associations/societies, including the Richmond Olympic Oval. In addition, VCH staff, including the senior leadership team, public/population health staff and front line staff, was consulted. Another session was also held with SD38 staff.

External Stakeholder Workshops

In March 2017, external stakeholder workshops were held with community groups that work with one or more of the three partners (invitations were sent to over 50 different groups). Eight different Richmond advisory committees were invited to attend a workshop session where they were able to share their expertise and insights as they relate to wellness for Richmond residents. In addition, an online survey was sent to all community groups and advisory committees. The stakeholder workshops resulted in meaningful discussions and valuable input. A detailed list of stakeholders can be found in Attachment 1.

Public Consultation

Four drop-in style open houses were held at the end of April 2017 in various Richmond Public Library branches. The open houses took place on Thursday, April 27 at the Steveston branch from 10:00 a.m. to 1:00 p.m. and the Cambie branch from 3:00 p.m. to 6:00 p.m., on Friday, April 28 at the Ironwood branch from 10:00 a.m. to 1:00 p.m. and on Saturday, April 29 at the Brighthouse branch from 10:30 a.m. to 4:00 p.m. The public open houses were advertised in the Richmond News and the Ming Pao Newspaper, on social media, through posters at City Hall and at all eight community centres.

Approximately 240 people attended all four open houses, providing detailed and meaningful input regarding wellness for themselves, their neighbourhood and their community. An additional 80 families were engaged on Family Day, Monday, February 13, 2017, and provided feedback on what wellness means to them. Open house attendees were engaged in a variety of ways from one-on-one interviews, to interactive exercises where they used post-it-notes to answer questions such as:

What does wellness mean to you, your family, your neighbourhood and your city?

What do you need to feel healthy, happy and connected to your community?

Which of the following wellness-related images resonate most with you?

A children's station was also set-up for children to draw what makes them happy and healthy and provided them with the opportunity to stick their illustrations on a larger board to share with everyone (Attachment 2).

In addition to the public open houses, an online survey was distributed to parents through the SD38 Parent Advisory Council (PAC), which resulted in 81 responses. Public consultation also included discussions with students in two elementary schools, Brighthouse and Mitchell, and two secondary schools, Steveston and MacNeill. Overall, the consultation with students in Richmond schools involved engaging a total of 246 students from 10 different classrooms in grades 4 to 11.

Let's Talk Richmond

The public consultation was complemented by a webpage on Let's Talk Richmond, the City's online engagement tool. Background documents and an online survey (Attachment 3) were posted from Wednesday, April 19 to Sunday, May 14, 2017. The Let's Talk Richmond page was promoted on social media platforms such as Facebook and Twitter, and in house at all of the Community Services facilities. Overall, 134 surveys were completed and important insights into Richmond resident's needs as they relate to wellness were gained.

Community Engagement Results

The feedback that was received from the internal and external stakeholder workshops, public open houses and Let's Talk Richmond was summarized and synthesized into key findings.

The following tables are summaries of the community engagement results.

Internal Stakeholder Workshop Summary

Key themes identified:

- Health and Lifestyle – physical activity, healthy eating and mental wellness
- Built and Natural Environment – healthy neighbourhood design and transportation networks
- Access to Programs and Services – affordability, availability, capacity and language
- Economic Wellness – affordable housing, adequate income and food security
- Connectedness/Inclusion – social and cultural connectedness
- Intercultural Harmony – culturally sensitive environments
- Awareness and Education – enhanced understanding and benefits of wellness

External Stakeholder Workshop Summary

Key themes identified:

- Partnerships – the need to involve the business community
- Placemaking – Developing safe and healthy indoor and outdoor places, outdoor spaces for gathering and connecting
- Focus on policy – the need to incorporate a wellness lens into all policy, planning and program design (e.g., including planning for the built environment)
- Equity in access to programs and services – providing quality programs for marginalized groups and removing barriers to participation

Public Consultation**Key themes identified:**

- When asked what wellness means to Richmond residents:
 - Balance of physical, mental and spiritual wellness
 - Harmony, bonding, good relationships, spending time together
 - Accepting of everyone, openness, supportive, caring, inclusion, belonging, feeling safe, healthy environment, gathering places, opportunities to volunteer
 - Economic and financial stability
- When asked what supports are needed to maintain wellness:
 - Built and natural environment - supportive, safe and healthy environments
 - Program opportunities – greater choice for adults and after school options for children
 - Services – mental health and vulnerable population related
 - Access – having programs and amenities closer to home
 - Supportive neighbourhoods – better sidewalks, transportation and natural spaces
 - Education – information on wellness through social media

Additional public consultation information can be found in Attachment 4.

Let's Talk Richmond**Key themes identified:**

- When asked to rank key aspects of wellness:
 - Majority of respondents ranked physical and psychological/emotional wellness as the highest priorities
- When asked what respondents and their families do currently to keep healthy, active and involved:
 - Physical activity, healthy eating, social and cultural activities, volunteering and reading
- When asked how my neighbourhood and community could help increase my well-being:
 - More green spaces, beautification, more community gardens, walking paths, better sidewalks, neighbourhood parks, spaces and places to gather, better access to health services, more affordable classes and activities, more neighbourhood and cultural events, walkability to amenities and better transit

Community Wellness Strategy 2017-2022 Vision, Principles and Focus Areas

A vision, principles and five focus areas with the potential to strategically enhance the work of the partners in optimizing wellness for Richmond residents have been developed specifically for the Community Wellness Strategy 2017-2022. The vision, principles and five focus areas are based on the results of the 2017 engagement process and promising practices identified from other jurisdictions.

Similar to the first Community Wellness Strategy 2010-2015, the recent community engagement has revealed a focus on physical activity and connectedness to one's community are still important factors when it comes to wellness for Richmond residents. The recent community engagement has also discovered that healthy neighbourhood design and transportation networks, equitable access to programs and services as well as education on wellness literacy, are all important factors for Richmond residents. Based on this data, a vision, principles and five focus areas have been developed for the updated Community Wellness Strategy 2017-2022.

Community Wellness Strategy Vision and Principles

The purpose of the vision is to be aspirational in setting the stage for collective action on community wellness and to articulate where we see Richmond in the future as a result of our work.

Vision:

Richmond...active, caring, connected, healthy and thriving

Principles:

The purpose of the principles is to provide a decision-making framework for the development of the strategy.

- Engage in collective action;
- Embrace a strength-based approach;
- Monitor and evaluate to ensure accountability;
- Be financially, socially and environmentally sustainable;
- Be inclusive, equitable, respectful and celebrate diversity; and
- Synergize with existing plans, strategies and organizations

Community Wellness Strategy Focus Areas

The purpose of the focus areas is to be aspirational and provide a clear set of high level goals for the Community Wellness Strategy 2017-2022. Action items will be developed for each of the five focus areas.

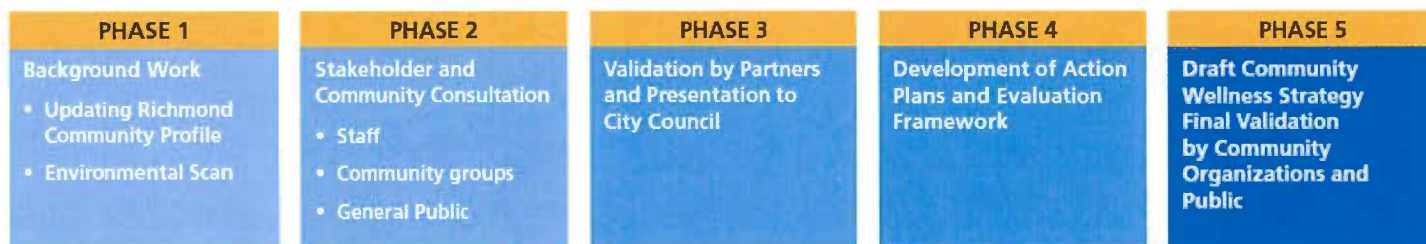
Focus Areas:

1. Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.
2. Enhance physical and social connectedness within and among neighbourhoods and communities.
3. Enhance equitable access to amenities, services and programs within and among neighbourhoods.
4. Facilitate supportive, safe and healthy natural and built environments.
5. Promote wellness literacy for residents across all ages and stages of their lives.

Next Steps

Pending Council's adoption of the Community Wellness Strategy 2017-2022 Vision, Principles and Focus Areas, the development of action plans and an evaluation framework will be undertaken by the consultants under the guidance of City staff and partners. This process will result in a Draft Community Wellness Strategy 2017-2022 (Draft Strategy). The Draft Strategy will then be presented to external stakeholders and the public through several drop-in style open houses. The final Community Wellness Strategy 2017-2022 will then be developed and presented to Council for adoption by the end of 2017.

The diagram below provides a summary of the Community Wellness Strategy 2017-2022 development process. Staff are currently in phase 3, that of validation by partners and presentation to City Council.




WE ARE HERE

Financial Impact

None.

Conclusion

A collaborative and holistic approach to improve wellness for Richmond residents has resulted in a successful partnership and the design of an extensive public engagement process which has helped to identify the aspects of wellness that are integral for Richmond residents to thrive. These key aspects have been summarized in the vision, principles and focus areas, and upon adoption by Council, will guide the action plans and evaluation framework which will form the Community Wellness Strategy 2017-2022.



Suzanna Kaptur
Research Planner 2
(604-233-3321)



Elizabeth Ayers
Manager, Community Services Planning & Projects
(604-247-4669)

- Att. 1: Detailed List of Stakeholders Engaged During the Community Wellness Strategy 2017-2022 Development Process
- 2: Public Open House Boards Used During April 2017 Public Engagement
 - 3: Let's Talk Richmond Online Survey Questions
 - 4: Community Engagement Key Findings for the Community Wellness Strategy 2017-2022

Detailed List of Stakeholders Engaged During the Community Wellness Strategy 2017-2022 Development Process

Advisory Committees

Advisory Design Panel
Agricultural Advisory Committee
Child Care Development Advisory Committee
Richmond Active Transportation Committee
Richmond Centre for Disability
Richmond Community Services Advisory Committee
Richmond Intercultural Advisory Committee
Richmond Seniors Advisory Committee

Community Services Partner Associations/Societies

Richmond Olympic Oval
Britannia Heritage Shipyard Society
City Centre Community Association
East Richmond Community Association
Hamilton Community Association
London Heritage Farm Society
Minoru Seniors Society
Richmond Aquatic Services Board
Richmond Arenas Community Association
Richmond Art Gallery Association
Richmond Fitness and Wellness Association
Richmond Gateway Theatre Society
Richmond Museum Society
Richmond Nature Park Society
Richmond Sports Council
Sea Island Community Association
South Arm Community Association
Steveston Community Society
Steveston Historical Society
Thompson Community Association
West Richmond Community Association

Community Stakeholders

BC Healthy Communities
BC Responsible and Problem Gambling Program
Boys and Girls Club
Canadian Cancer Society
Cathay Photographic Society
Chimo Community Services
Developmental Disabilities Association
Dial-a-Dietician
Family Services of Greater Vancouver

Greater Vancouver Home Builders' Association (GVHBC)
Gulf of Georgia Cannery Society
HealthLink BC
Heart of Richmond AIDS Society
HUB Cycling
Kwantlen Polytechnic University
Ministry of Children and Family Development
Pathways Aboriginal Friendship
Pathways Clubhouse
RCMP Mental Health Liaison
Richmond Addiction Services
Richmond Artists' Guild
Richmond Arts Coalition
Richmond Cares, Richmond Gives
Richmond Chamber of Commerce
Richmond Children First
Richmond Chinese Artists Club
Richmond Chinese Calligraphy & Painting Club
Richmond Chinese Community Society
Richmond District Parents Association (RDPA)
Richmond Family Place
Richmond Food Bank
Richmond Food Security Society
Richmond Gem & Mineral Club
Richmond Mental Health
Richmond Mental Health Consumer and Friends Society
Richmond Multicultural Community Services
Richmond Photo Club
Richmond Potters Club
Richmond Poverty Response Committee
Richmond Reelers Scottish Country Dance
Richmond Small Builders Group (RSBG)
Richmond Society for Community Living
Richmond Therapeutic Equestrian Society
Richmond Weavers & Spinners
Richmond Women's Resource Centre
Richmond Youth Services Agency
Riverside Art Circle
Salvation Army
Society of Richmond Children's Centres
SUCCESS
Textile Artists Guild of Richmond (TAGOR)
The Sharing Farm Society
Touchstone Family Association
Tourism Richmond
TransLink
Turning Point Recovery Society
Urban Development Institute (UDI)

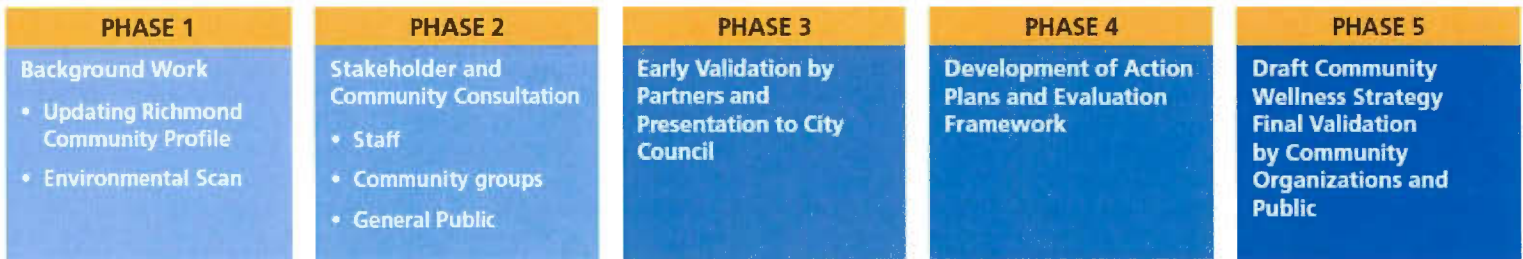
Public Open House Boards Used During April 2017 Public Engagement

RICHMOND COMMUNITY WELLNESS STRATEGY

Introduction

Why are we undertaking a Community Wellness Strategy?

The City of Richmond, Vancouver Coastal Health- Richmond and the Richmond School District 38 are developing an updated Community Wellness Strategy to help guide the work of the three partners and improve wellness in Richmond. The updated strategy will be developed in consultation with stakeholders and the public to ensure that it reflects Richmond's demographics and diverse needs and builds on unique opportunities.



↑
WE ARE HERE

Final Deliverables

- Updated Community Profile
- Jurisdictional Scan
- Richmond Community Wellness Strategy
- Richmond Community Wellness Actions and Implementation Plan
- Richmond Community Wellness Evaluation Plan



RICHMOND COMMUNITY WELLNESS STRATEGY



We're updating Richmond's Community Wellness Strategy and we need your input!

What does wellness mean to you, your family, your neighbourhood and your city?



RICHMOND COMMUNITY WELLNESS STRATEGY

Dimensions of Wellness

What aspects of wellness resonate most with you?



RICHMOND COMMUNITY WELLNESS STRATEGY

What do you need to feel healthy, happy and connected to your community?



RICHMOND COMMUNITY WELLNESS STRATEGY

Which of the following wellness-related images resonate most with you?



Let's Talk Richmond - Online Survey Questions

Introduction

Have your say! We're updating Richmond's Community Wellness Strategy and we would like your input. The information from this survey will be used to help guide and improve community wellness in Richmond.

Please answer the following questions:

Wellness means different things to different people. If you would like some additional information prior to completing this survey please refer to the background documents that have been provided on this Let's Talk Richmond web page.

1. In priority order (with 1 being the most important), to me the nine most important aspects of wellness are:

Physical Wellness	___
Psychological/Emotional Wellness	___
Social Wellness	___
Intellectual Wellness	___
Spiritual Wellness	___
Economic Wellness	___
Occupational Wellness	___
Environmental Wellness	___
Cultural Wellness	___
2. Currently, these are some examples of what I do to keep myself healthy, active and involved:
3. Currently, these are some examples of what my family does to stay healthy, active and involved:
4. Currently, these are some examples of how my neighbourhood and community help to keep me healthy, active and involved:
5. In the future, these are some actions (social, physical and cultural) I could take to increase my well-being:
6. In the future, these are some actions (social, physical and cultural) my family could take to increase our well-being:
7. In the future, these are examples of how my neighbourhood and community could help to increase my well-being:
8. Some additional things that would assist me in being more healthy, active or involved in my community include:
9. These are some examples of what would help make me feel a stronger sense of belonging to:
 - a. My neighbourhood:
 - b. My community:
 - c. Richmond overall:

Finally, a few more questions about you:

(Note: all responses will remain confidential and cannot be traced back to individual respondents)

10. What gender do you identify with? _____
11. To determine the Richmond neighbourhood you live in, what are the first 3 digits of your postal code?
— — —
12. Into which of the following age groups do you fall?
- ☐ Under 18 years
 - ☐ 18-24 years
 - ☐ 25-34 years
 - ☐ 35-44 years
 - ☐ 45-54 years
 - ☐ 55-64 years
 - ☐ 65-74 years
 - ☐ 75-84 years
 - ☐ 85+ years
 - ☐ Prefer not to answer
13. Which ethnic groups, as defined by Statistics Canada, do you consider yourself to belong to?
Please choose all that apply.
- ☐ Chinese
 - ☐ Filipino
 - ☐ Japanese
 - ☐ Korean
 - ☐ Latin American
 - ☐ South Asian (e.g. Indian, Pakistani, Bangladeshi)
 - ☐ South East Asian (for instance, Vietnamese, Indonesian, Malaysian)
 - ☐ White (Caucasian)
 - ☐ Aboriginal (Inuit, Metis, North American Indian)
 - ☐ Arab/West Asian (e.g. Armenian, Egyptian, Iranian, Lebanese, Moroccan)
 - ☐ Black (for instance, African Haitian, Jamaican, Somali)
 - ☐ Other (SPECIFY): _____
14. How long have you lived in Richmond?
- ☐ Less than one year
 - ☐ Between 1 to 5 years
 - ☐ 6 to 10 years
 - ☐ More than 10 years
 - ☐ N/A / REFUSED
15. Were you born in Canada?
- ☐ Yes
 - ☐ No →
- If NO, how long have you lived in Canada? # of years _____

Thank you so much for your input.

Community Engagement Key Findings for the Community Wellness Strategy 2017-2022

Public Consultation Summary

Key themes identified:

- When asked what wellness means to Richmond residents:
 - Balance of physical, mental and spiritual wellness
 - Harmony, bonding, good relationships, spending time together
 - Accepting of everyone, openness, supportive, caring, inclusion, belonging, feeling safe, healthy environment, gathering places, opportunities to volunteer
 - Policies that encourage wellness, better transit, having city-wide events
- When asked what supports are needed to maintain wellness:
 - Built and natural environment – supportive, safe and healthy environments
 - Program opportunities – greater choice for adults and after school options for children
 - Services – mental health and vulnerable population related
 - Access – having programs and amenities closer to home
 - Supportive neighbourhoods
 - Opportunities for participation and volunteering
 - Promoting integration of cultures
 - Policies that support wellness
- How children and youth in Richmond schools identified wellness:
 - Being active, healthy, healthy eating, getting sleep, drinking water
 - Being connected/included, having friends
 - Being well mentally, positive mindset, being happy
 - Economic wellness, having money and a good job (older students)
 - Sharing and caring – helping each other; being supportive and respectful
 - Good communication – no arguing
 - Doing things together as a family
 - Having money, a good job
- What supports children and youth in Richmond schools said would help them stay well:
 - Organized events/activities – close to home, that appeal to teens
 - Places and spaces – open gym, age-friendly playgrounds and parks, better sidewalks, better street lighting
 - Accessibility – low/no cost team and drop-in activities less
 - Transportation – less costly, more frequent and safe (e.g., “*A youth only bus line*”)
 - Education – information on wellness through social media